
Libertarian Strategy Gazette

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Massachusetts Referenda Questions for 2002

Massachusetts has an unusual additional public referendum scheme, the "Public Policy Question". Public Policy questions go on the ballot in State Representative or State Senate Districts. The question gives the Representative or Senator advice, which he may or may not follow. However, that's public record; at the next election, she or he answers to the voters. The Signature requirements are a bit stiffer for Public Policy Questions than for candidate nominations, e.g., 1200 signatures for a State Senate question vs. 300 signatures to put a Public Policy Question on the ballot. Furthermore, any registered voter can sign a Public Policy Question petition, but only Unenrolled Voters and Party enrollees can sign a candidate petition. Libertarian candidates for State Legislature rarely win. In 2000, Libertarian-leaning ballot question 'A' won overwhelmingly in every district. For Libertarians across Massachusetts, we supply Public Policy questions that you, too, can get on the ballot in your State Senate District by collecting no more than 1200 (and a safety margin) valid signatures.

Public Policy Question A -- **Decriminalize an ounce or less of marijuana**

Shall the (representative/senator) be instructed to introduce and vote for legislation that would make possession of marijuana a civil violation, like a traffic ticket, instead of a criminal offense, and requiring the police to hold a person under 18 cited for possession until released to a parent or civil guardian, or brought before a judge?

Public Policy Question B -- **Reduce the Sales Tax**

Shall the (representative/senator) be instructed to introduce and vote for legislation that would reduce the sales tax in Massachusetts?

Aside: How do you eat a salami? One slice at a time.

Public Policy Question C -- **Pharmaceutical Pricing**

Shall the (representative/senator) be instructed to introduce and vote for legislation that would protect the right of a patient and her or his physician to purchase a medical drug from any source, so long as the

(Continued on page 2)

Use of Matching Funds

I support Barry Hess' taking of matching funds, if indeed he is taking them. I haven't read the Arizona Clean Elections Act, but I assume it insists that the recipient of the funds use them for campaigning, not for personal use. I support that restriction (assuming it exists).

I support such programs for the same reason that I support having tax-supported public defenders. I make an analogy...the jury, and the electorate. Justice cannot be served if the jury doesn't hear from opposing sides. And, the election process can't work properly if the voters don't hear the voice of all the candidates.

Does anyone object to the use of public money to provide public defenders to those defendants who can't afford to hire attorneys?

Also, does anyone object to the use of public money for the government to publish a voters handbook, which lets each candidate make a statement? Such handbooks are mailed to all registered voters.

..Richard Winger

Activism for New Volunteers

The handful of people who fight for the principle, and stay on the front lines, encourage others to join them. Once the small battle has been won, these others are more willing to keep fighting ...

Case in point: TN tax revolt. LPTN was out there, led by our state chair at 5:30 a.m. until he had to go to work, every day there was anything going on. We got recognition for that, and are finding more libertarians every day as a result; once the ball started rolling, we were consistently outnumbered by fellow angry taxpayers, a surprising number of whom "get it" that this is about stopping tyranny, not just a couple of bucks out of a paycheck. Now the discussion is finally becoming about cutting spending, limiting budgets, closing programs ... the momentum, coupled with our own LPTN candidates and issue politics of the next few years, could cause the shift to happen very rapidly.

But without the frontline soldiers like Richard Pearl and a few others (I made the Yawn Patrol myself a few times ...), the push might never have gotten moving ... Steve Trinward <strin@worldnet.att.net>

(Continued from page 1) [Public Policy Questions]

patient's insurance company is not obliged to pay more than the price for which the medical drug is available for sale in Massachusetts?

Aside: The last clause is necessary to prevent opponents from campaigning against several obvious scams.

Public Policy Question D -- **Construction Projects**

Shall the (representative/senator) be instructed to introduce and vote for legislation that would require all contracts for civil construction projects to include a penalty price, not larger than twice the estimated price of the project, with the condition that if the penalty price is exceeded the contract is automatically terminated and re-bid for completion, with the original contractor being disqualified from entering a new bid?

Public Policy Question E -- **Tax Credits for Educating Children**

Shall the (representative/senator) be instructed to introduce and vote for legislation that would establish tax credits for persons and corporations that support the education of a child in a private, non-sectarian school or home schooling environment?

Aside: 'Non-sectarian' is a state Constitutional requirement.

Public Policy Question F -- **Binding Civic Unions**

Shall the (representative/senator) be instructed to introduce and vote for legislation that would establish a uniform process, that does not establish the practices of a particular religion, for residents of the Commonwealth to join in legally binding civic unions?

Aside: In addition to legalizing gay marriages, this would eliminate legal restrictions against religious practices of Islamites, Tibetan Buddhists, and some Mormon groups.

Public Policy Question G — **Conservation Tax Credit**

Shall the (representative/senator) be instructed to introduce and vote for legislation that establish a set of tax credits for donations to private land and historic trusts, available only in communities that do not levy a Community Preservation Act tax.

Aside: CPA is a bonus tax a town could levy. The above is an incentive to taxpayers not to pass such a levy, because they then lose the tax credit.

Activities for Volunteers

Jacqueline Passey Bartels, in her Libertarian Party of Washington Press Release for August 16, lists tasks for campaign and other volunteers. Are volunteers needed? Consider her description of Washington state activities: "We're up to 36 candidates for election 2001, we have 10 outreach events before the end of August including five this weekend alone, I-256 [an initiative proposition] needs to gather 60,000+ signatures every month until the end of the year, and we need hundreds of volunteers to help make it happen."

She continues to suggest tasks for campaign volunteers: Our 36 candidates need lots of campaign volunteers to help them win their races. Brief descriptions of various campaign volunteer activities (for those of you who don't know what obscure terms like "push polling" and "GOTV" mean) and what's best for your type of personality are below. Please contact a local candidate directly to volunteer, or contact Jacqueline Bartels at director@LPWS.org or 800-353-1776 to be referred to a campaign needing your help.

Suggestions for Different Types of People:

Outgoing People: Campaign Manager, Volunteer

(Continued on Next Page)

Who Are We?

Grassroots Libertarians is the National Libertarian Organization dedicated to bringing Libertarian Victory by building the Party up from the Grass Roots. The Grass Roots philosophy appears in George Phillis eBook "Stand Up for Liberty!" (<http://3mpub.com>).

The Pioneer Valley Libertarian Association is Massachusetts' oldest local Libertarian organization, with regular meetings since 1995. The PVLA and its sister Central Massachusetts Liberty Coalition work to advance freedom across Massachusetts' 1st, 2nd, and 3rd Congressional Districts, stretching from Williamstown to Dartmouth. Read about the PVLA and CMLC at <http://www.pvla.net> and <http://www.cmlc.org>. The Pioneer Valley Libertarian Association meets the Second Wednesday of the month, 7 PM, at Bickfords Family Restaurant, Old Boston Road, Springfield.

The PVLA and CMLC web sites are hosted by Excell.net (<http://www.excell.net>) a locally-owned and operated internet service provider with solutions for people and businesses in the Pioneer Valley. Why not patronize a fellow Libertarian? Try www.excell.net for internet service.

Coordinator, Media Coordinator, doorbelling, phone calls (all types), event planner or host, fundraising support, forums helper.

Shy People: Campaign Treasurer, literature drop, sign assembly, distribution, or monitoring, database design/management, data entry, web page design, copy writing, clerical support, data analysis.

Active: Canvassing (both kinds), sign distribution, sign monitor, errands helper, forums helper.

Like to Stay Put: Phone calls (all kinds), sign assembly, database design/management, data entry, web page design, copy writing, clerical support, data analysis.

Detail-Oriented: Campaign Treasurer, data entry, clerical support, data analysis, or errands helper.

Persuasive: Campaign Manager, Volunteer Coordinator, push polling phone calls, voter ID phone calls, canvassing (doorbelling), event planner, fundraising support, copy writer.

Descriptions of Volunteer Opportunities:

Campaign Manager: The desk where the buck stops. Responsible for everything that happens in a campaign, whether it's a part of the job description or not. The manager and candidate should never be one and the same, unless the campaign is unopposed.

Campaign Treasurer: If you are very reliable and detail-oriented, several of our candidates now and in the future could use the help of a campaign treasurer to do all the PDC filings and other accounting. Please don't be overwhelmed by the idea of learning the PDC filing requirements. They are simple once you get the hang of it and the folks at the PDC are very friendly and interested in answering your questions.

Volunteer Coordinator: Most Libertarian campaigns run on a tight budget, which means they run on volunteers. If you have talent and experience organizing and scheduling people and following up to make sure they follow through, please consider serving as Volunteer Coordinator for a campaign or region.

Media Coordinator: In a larger campaign, someone should be responsible for getting out press releases, talking to the press and giving them background information, helping the candidate craft his message into "sound bites" and keeping the candidate from lashing out at the press if bad coverage comes out. The media coordinator might also be in charge of buying or creating advertising.

Scheduler: Every competent campaign has a timetable and calendar, showing in detail what needs to happen by what date, whether it is a candidate appearance or a lit drop. A scheduler updates the calendar as Election Day approaches, makes sure the staff and candidate are aware of the plan for the day (and also protects the master calendar from spies, giving out information only on a "need to know" basis) and fights to make sure the candidate is never double-booked for events. Sometimes the scheduler needs to politely turn down an invitation from some group that is not profitable for the candidate to visit with.

Canvassing (doorbelling): In districts too large for the candidate to be everywhere by Election Day, presentable volunteers willing to talk to people at their own front doors are needed. Ring the bell or knock, greet the person, ask if they plan to vote, and suggest they vote for the candidate. Sometimes a campaign will require doorbellers to take notes on the results at each address.

Canvassing (literature drop): This is great for people who enjoy the exercise and fresh air of canvassing but are uncomfortable knocking on strangers' doors. You still go door to door but you just drop off a literature piece (door hanger, brochure, etc.) without talking to the residents.

Sign assembly: After the signs are received from the printer, they need to be stapled or nailed onto stakes, or fitted over special frames, depending on the type of sign. This is usually done in advance so the sign distributors can more effectively use their time out in the field.

Sign distribution: Once the signs are assembled, someone's got to put them up. You'll be provided with signs and a list of houses that have agreed to take them. You'll need a car or truck with cargo space and good knowledge of your local area so you can find all the houses. People are needed to take signs down after the election as well, and sometimes also to affix "Vote Today" stickers to signs early on Election Day to help get out the vote.

Sign monitor: You check the signs in your area to make sure they haven't been vandalized or stolen and replace them if necessary.

Clerical support: This could include collating, folding, envelope stuffing, filing, labeling, etc. **Database Design/Management:** If you are skilled in setting up and managing databases in Access or another database software your skills would be very appreciated by several campaigns. Larger campaigns need databases to track voters, mailing lists, donors, vol-

unteers, etc.

Data entry: If there's a database, there's probably data entry. Speedy fingers and good attention to detail are needed.

Data analysis: Good data analysis can help a candidate better target which voters to reach, which can make the difference between winning and losing in many races. If you like working with databases, statistics, and maps, you could be an asset to one or more campaigns this year. Data analysis for campaigns requires learning a lot of specialized knowledge, so it would be great if this were something you were interested in helping with year after year.

Phone calls (polling): For poll calling you need to be willing to put up with rejection and keep "dialing and smiling." You also need to be able to talk personally with the voter while sticking to the script and getting answers to all the questions required by the survey.

Phone calls (push polling): Push polling is when you call voters in the guise of a "poll" that has been designed to push them towards feeling more positive towards your candidate and increase your candidate's name recognition.

Phone calls (voter ID): These are phone calls to determine whether someone is voting for your candidate, voting for your opponent, or undecided. Good for people with previous calling experience who won't be deflated by negative responses.

Phone calls (get out the vote calls): These are phone calls to known supporters reminding them to vote for your candidate. If you are uncomfortable with the idea of calling people out of the blue who might respond negatively (like with voter ID and polling calls above), you might like to do GOTV calls instead since you are only calling people who have said they would vote for the candidate already.

Graphic Design of literature/advertising: Good design is more important than the writing in most ads, brochures or position papers. If you have any artistic talent, you can put it to use here.

Copy Writing of literature/web page/speech: Campaigns require huge amounts of writing to get their message out in a variety of media. If you have persuasive writing experience, this is where you fit in.

Event planner: This may be the same as the scheduler, or it may be a specialized position finding venues, getting the venue ready, and making sure everyone who needs to be there is there on time and

aware of what they need to do.

Event host: Hosting an event (fundraising, volunteer party, etc.) for your candidate in your home or business.

Fundraising support: Are you comfortable asking people for money? Do you *like* asking people for money? If you answered yes, congratulations. You are a very rare find and many candidates could use your help in fundraising. This could include coaching your candidate on fundraising, making fundraising calls on behalf of your candidate (although ideally you will make them with the candidate), or asking people for money on behalf of your candidate at events.

Errands helper: The candidate or campaign manager is often too busy with other campaign activities to run all the miscellaneous errands that need to be run during a campaign. Having one or more reliable people who can go to the post office, office supply store, etc. can be a great help.

Forums helper: You go with your candidate to public forums and during the question and answer period ask your candidate questions that lets them talk about their most important issues.

Run Partisan Candidates

I agree that under current election realities, and with current candidates and LP attitudes and policies, chances of electing partisan Libertarians, other than low level races in states other than California, are slim at best. James Dan came very close in Nevada, which was a special situation in a very small district.

But I am a supporter of partisan candidates.

Non partisan candidates give us Libertarians some bragging rights, but very little exposure. Bragging rights are important because they help our credibility, but so what if the voting public never see mention of the Libertarian Party.

I'm sure even in San Diego Wal-Mart and K-Mart and Home Depot and Shell and McDonalds and all the other companies put up *very visible* signage, billboards, run pages of ads and do all they can to keep their Walkman in front of the buying public**.

There is an entire public relations industry whose sole purpose is to get company name and logo on the air. NASCAR makes a very big deal of sponsor id on cars and clothes and counts the *SECONDS* each sponsor's name and or logo appear on tv broadcasts.

The specialty imprint industry sells many \$\$ millions for imprinted t-shirts, hats, mugs and all of the name reinforcing effort. Even the LP joins this effort.

Perhaps my marketing education and years of retail experience are leading me in a wrong direction, but I believe that our partisan candidates, running as Libertarian Party candidates, are our most visible signage, our billboards, ads and our best way to keep our name in front of our market—the voting public.

I applaud you for all of your LTE and talk show appearances. You have given the LP exposure that has helped us be recognized and grow. But if we might balance the possible "marketing" from one person, yourself, to the possible - potential - marketing from the numerous partisan LP candidates in San Diego, I believe that the many should be able to out market the individual.

Of course I realize that not all candidates are created equal, but almost all candidates, and our LP "presence", should benefit with increased and improved aid, help, support, education for our partisan candidates. Of course both you and I and probably all Libertarians would be thrilled to see more LTE, and more Libertarians on talk shows and news programs, and more coverage the LP and LP issues in the press.

I now refer to our partisan candidates as our Libertarian Sales Force. Some of our sales force will be duds with very little exposure (but almost certainly more than NO exposure). Some of our sales force will be superstars. and most will be somewhere in the middle. Just like in the "real world". If I have learned one thing in my years in business. The best factories and production are worthless until the sales force makes the sales and schedules the orders.

Every two years we get the opportunity to be PART OF THE SYSTEM, and are GIVEN the opportunity to showcase our product in our political marketplace. Every two years many newspapers actually call many of our candidates to schedule interviews, and many candidates are invited to public forums where we can sell our product. Our candidates are given the opportunity to be on talk shows and appear on many cable tv public forums

Campaign News

Libertarian Victory News writes of David Eisenbacher's run for the Troy City Council in Michigan. Michigan Libertarian Martin Howrylak was elected to the council just two years earlier. In a field of nine candidates, with the top two winning, Eisenbacher placed third. However, Eisenbacher beat an incumbent, if only by 108 votes. The incumbent out-

spent Eisenbacher by almost 3 to 1. The Troy Eccentric tried to turn this non-partisan race into a partisan race by publishing Eisenbacher's political affiliation. A flurry of letters to the editor asked why only ne candidates' political affiliation was published. The Troy Eccentric then published all affiliations - a difficulty for Democrats in Republican Troy. The political establishment in Troy put up two shill candidates. Antoine DeLaForterie claimed that he wanted to petition the federal government to end Social Security in Troy. James Rocchio spent \$7,000 on his campaign.

Eisenbacher made key points at the League of Women Voters debate by asking all 9 candidates to join him in signing a pledge to oppose pensions and benefits for the part-time, term-limited City Council. Six signed. The defeated incumbent refused. The local newspaper covered campaign web sites; Eisenbacher's is still www.Eisenbacher.org.

Libertarian City Councilman Fred Collins of Berkley, MI. will be re-elected to a four-year term. The filing deadline has passed; no one is running against him. Re-election without opposition generally says that you have a strong political position, a position few Libertarians ever attain. In many cases, the big government crowd goes out of their way to target our officeholders. In Don Gorman's last campaign, Second Lady Tipper Gore appeared to campaign with Don's opponent--and no one else. A no-candidate campaign means that Collins was so popular that his seat was considered safe.

A method of thanking Libertarians and recognizing their commitments appeared in this letter from Julian Heicklen of State College, PA.:

"Some of you may be interested to know how the nominating petition drive in Centre County ended. We collected a total of 1285 signatures. Again, I want to thank those who collected. They are Richard Zych, Mike Reitz, Tesha Omeis, Karry Koon, Tom Martin, Joe Speers, Jessica Zehngut, Kathy Stroh, and myself. Good job guys and gals.

Following is a list if the number of signatures obtained for each individual. The first number after each name is the number of signatures required. The second number is the number of signatures obtained. [And now, every worker is recognized):

Julian Heicklen, Centre County Jury Commissioner—600—1141
Julian Heicklen, Patton Township Supervisor—55—126
Tom Martin, Bald Eagle Area School Director—33—60

Signature Issues

In addition to the above myths, there is the one that many will flock to the "party" once they get the message. This is only true among those voters in the general public who are interested in political philosophy (about 1%). The other 99% of the voting population is motivated by something else. If we are about building an effective political philosophy club we can concentrate on the 1%. Having one million dues paying people in your club can pay a lot of salaries and put on big dog and pony shows for the members but will win no elections. If we are about getting people elected to implement libertarian reforms in public policy we need to appeal to the 99%

The "Libertarian Party" will never win elections. Only individual Libertarians can do that. The credibility of the party will be the net credibility of the individual elected and appointed Libertarians. If the net credibility of the Libertarians in office" is high and when the number is a respectable percentage of all public offices (say 5% or approximately 20,000 individuals) the other parties will begin to shift in the Libertarian direction. Of course 90% of those 20,00 individuals would be holding offices within local districts of less than 1,500 voters and the party strategy and the party administration would be run by those people. At worst the "Libertarian Party" should "do no harm" to a competitive Libertarian candidate.

Stand Up for Liberty!

George Phillies exciting new book of Libertarian Party strategy is now available as an ebook in multiple formats from Third Millenium Publishing, <http://3mpub.com>.

Grassroots Libertarians

dedicated to fixing the Libertarian Party from the bottom up. Now on the web at www.grassroots-libertarians.org. The Grassroots Libertarians are a self-organizing group of libertarian activists whose message is "Just Be Active! Run for Office! Campaign! Help!"

Pioneer Valley Libertarian Association

Massachusetts' oldest local Libertarian group. Meets the second Wednesday of every month at Bickford's Family Restaurant, Old Boston and Pasco Roads, Springfield.

Our Web Pages

<http://www.pvla.net> <http://www.cmlc.org>

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